

6457010

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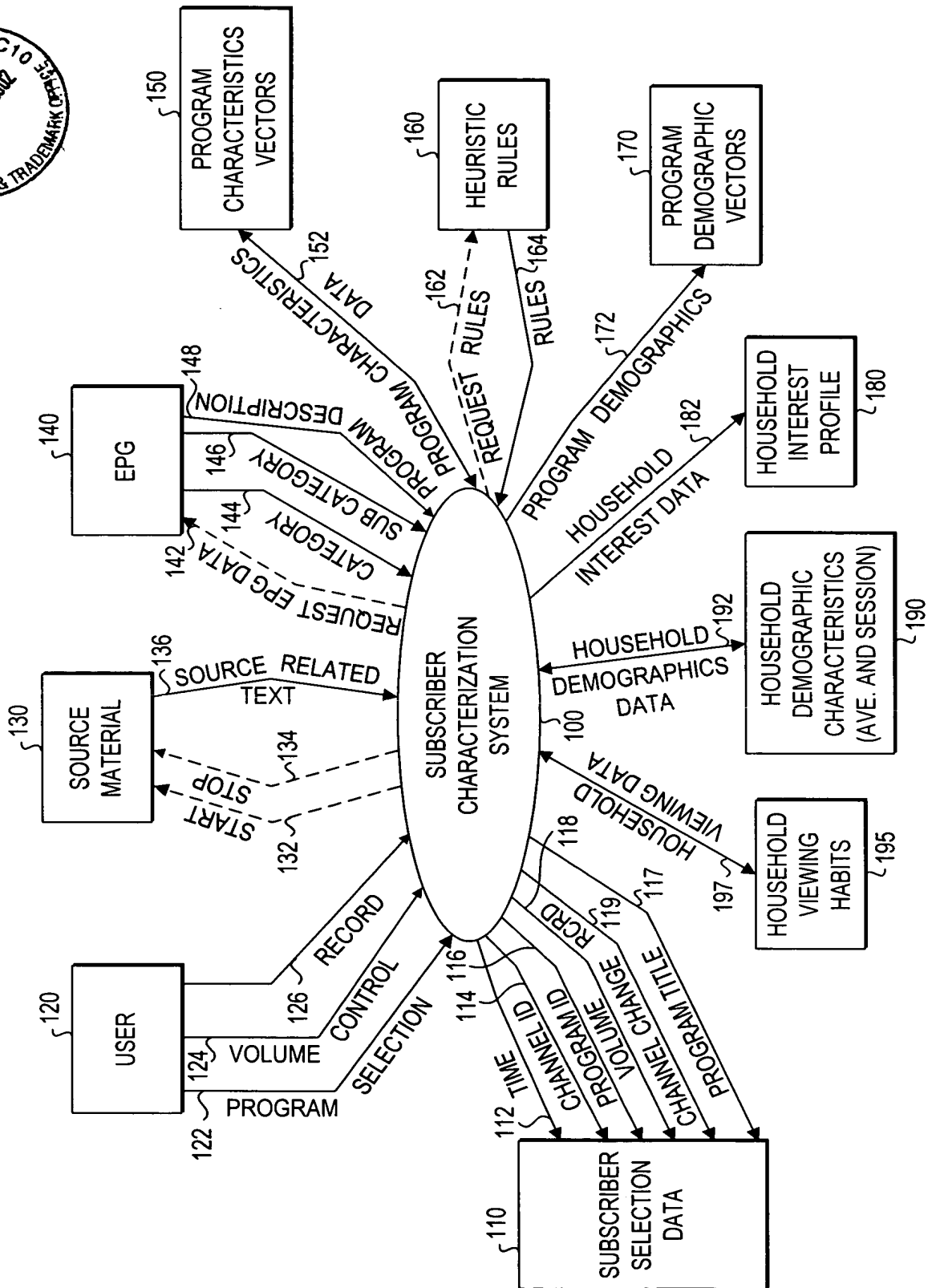
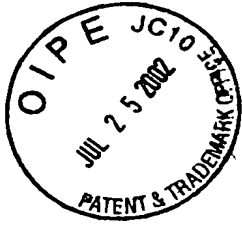


FIG. 1

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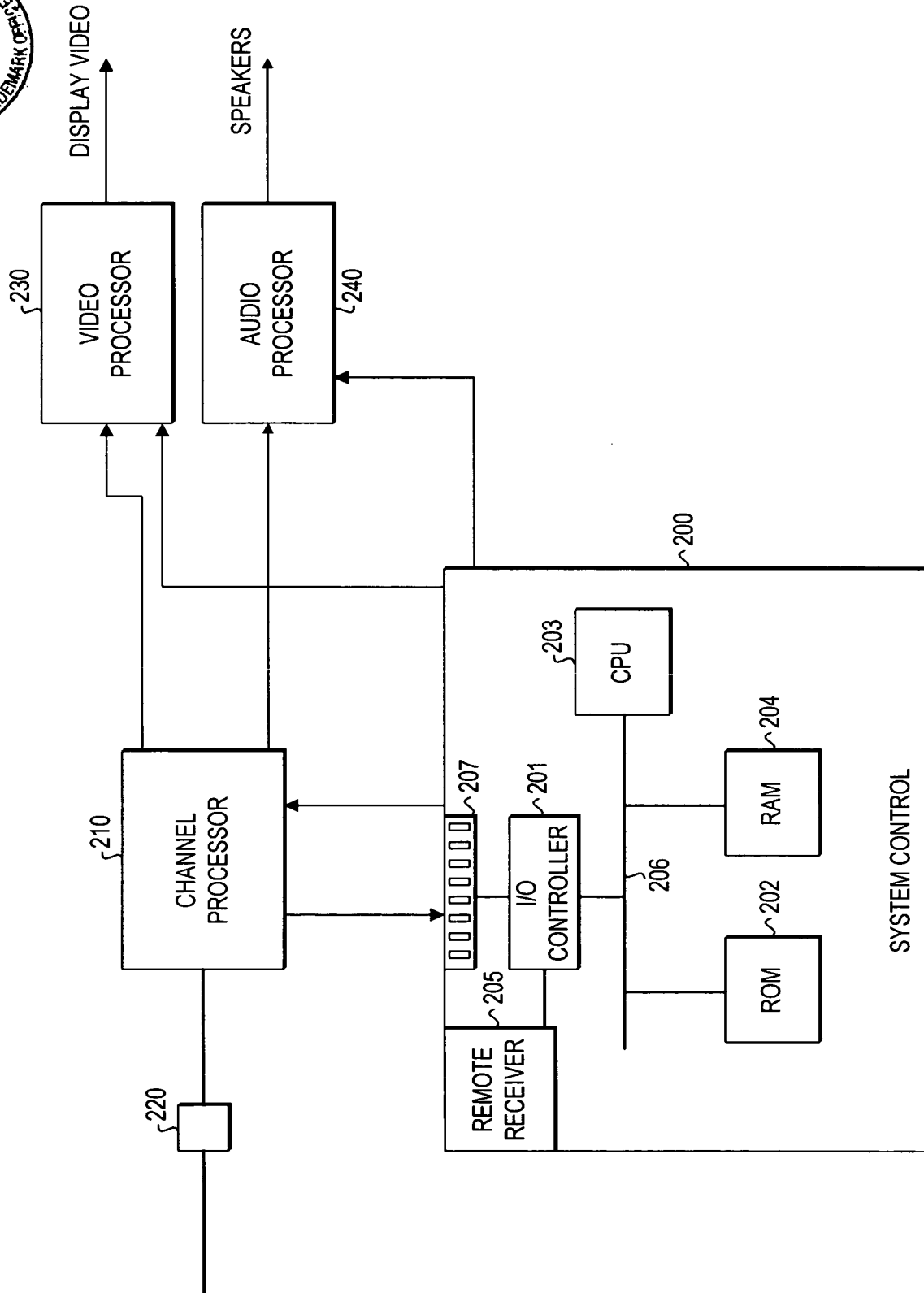
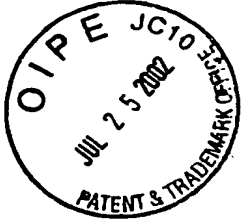
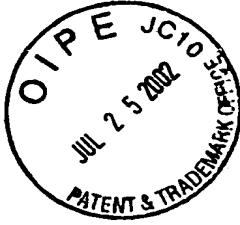


FIG. 2



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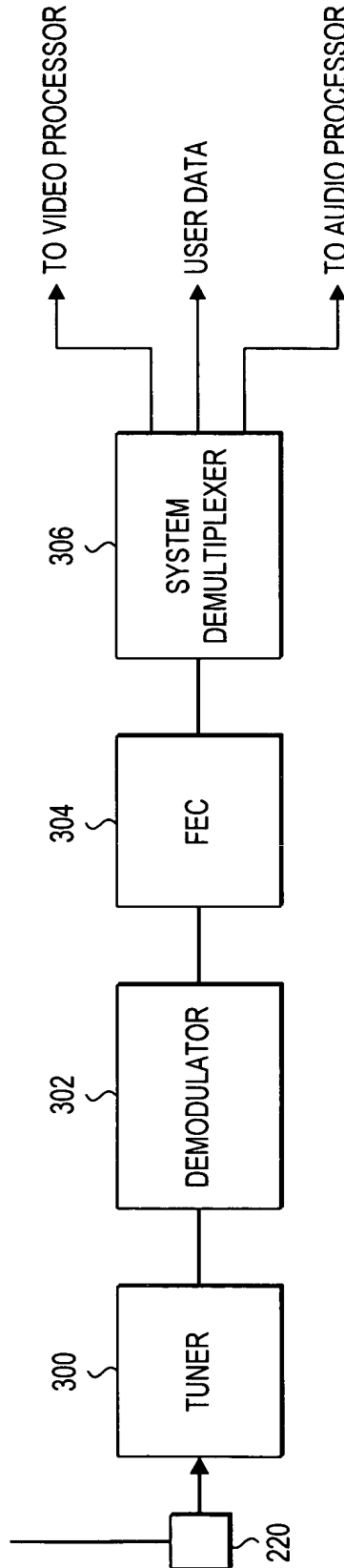
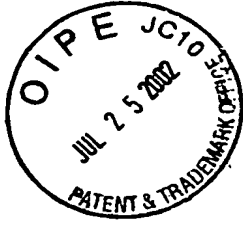


FIG. 3



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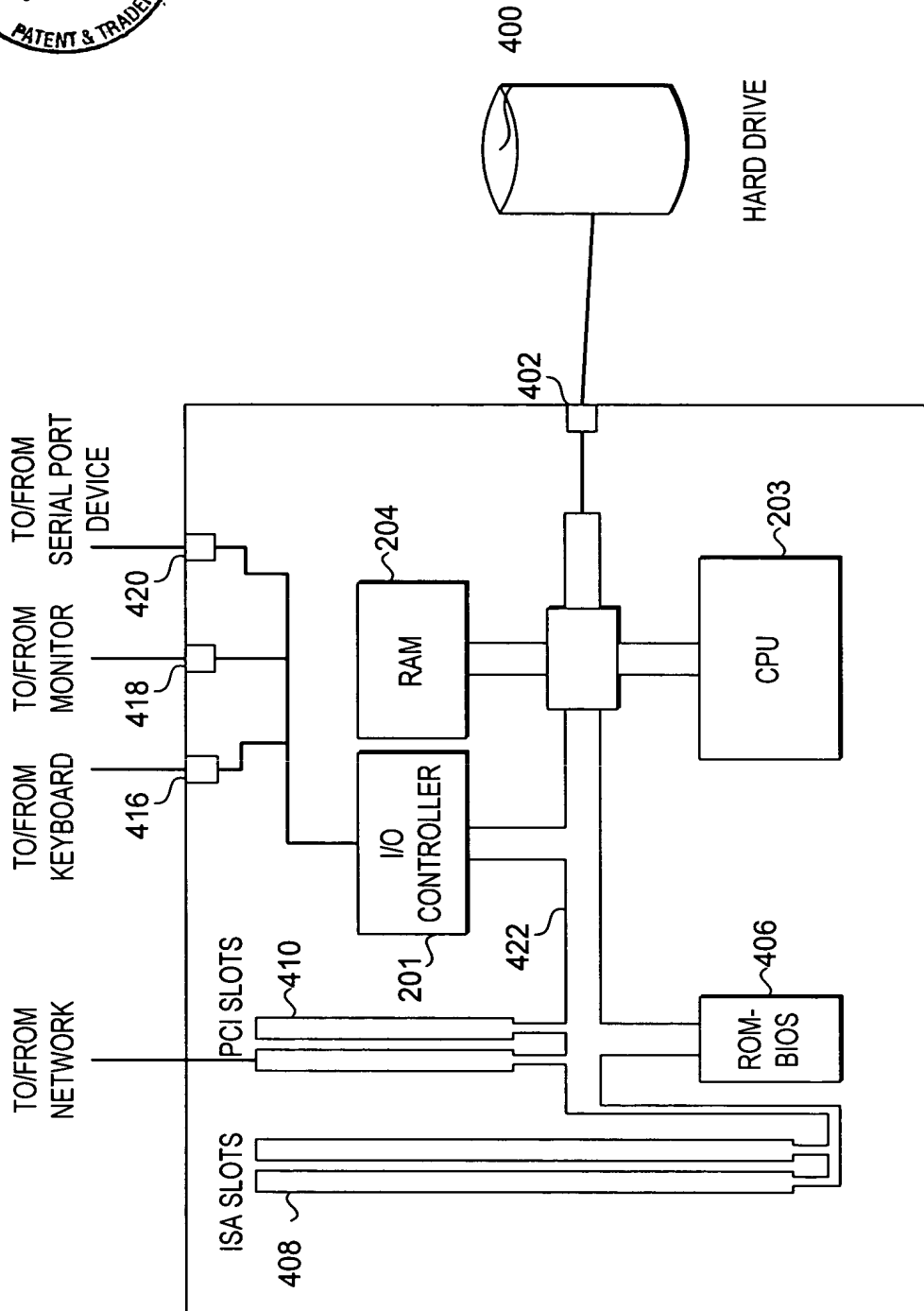
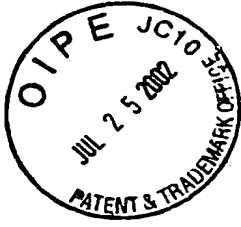


FIG. 4



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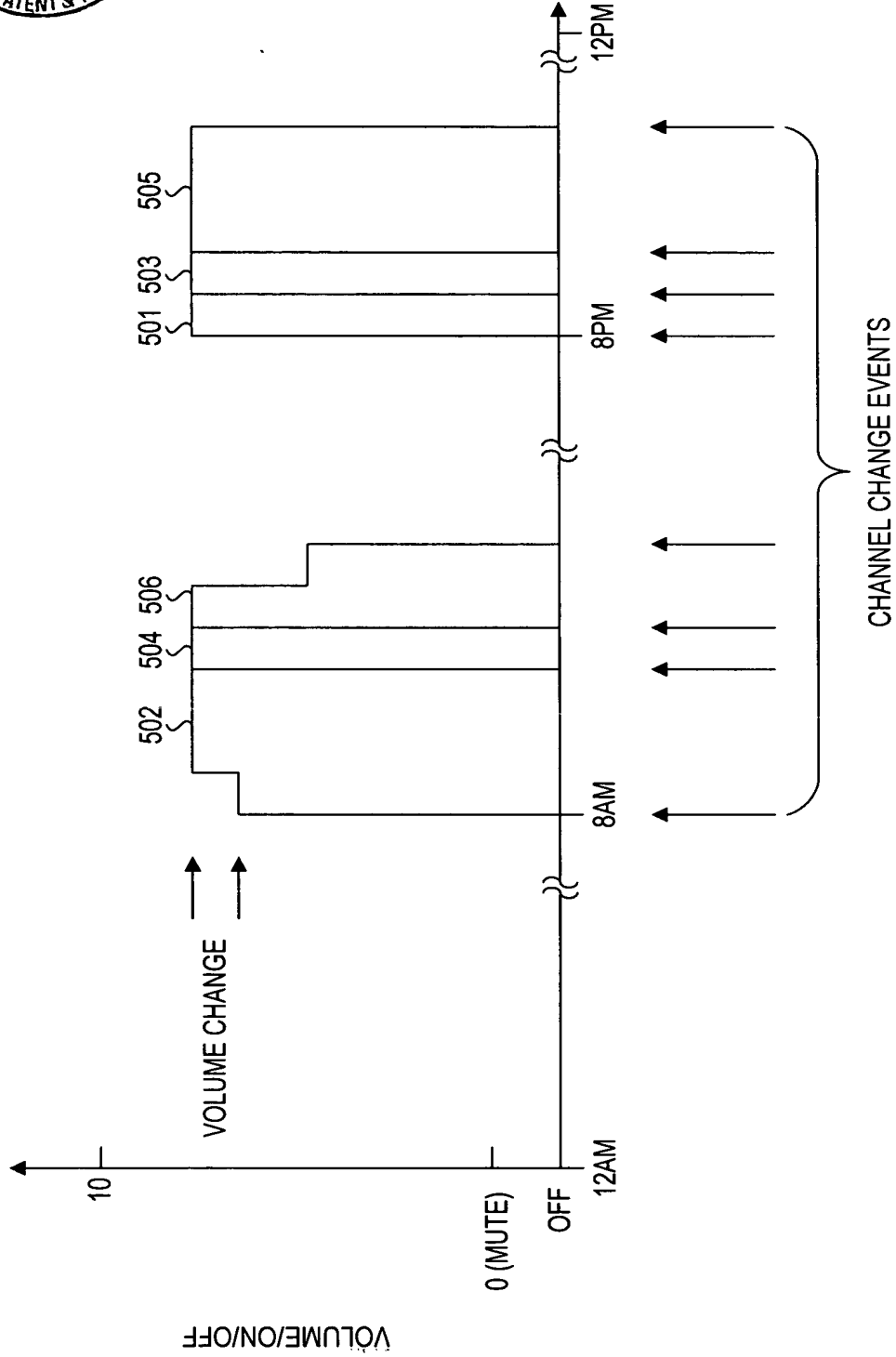
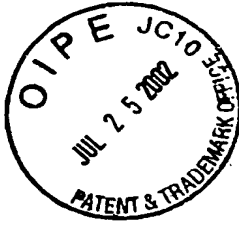


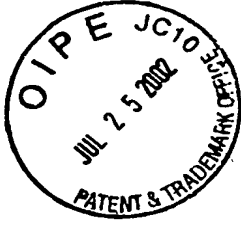
FIG. 5



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602	604	603	601
TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
⋮			
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10
⋮			

FIG. 6



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700 {	702 {	704 {	706 {
TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 7

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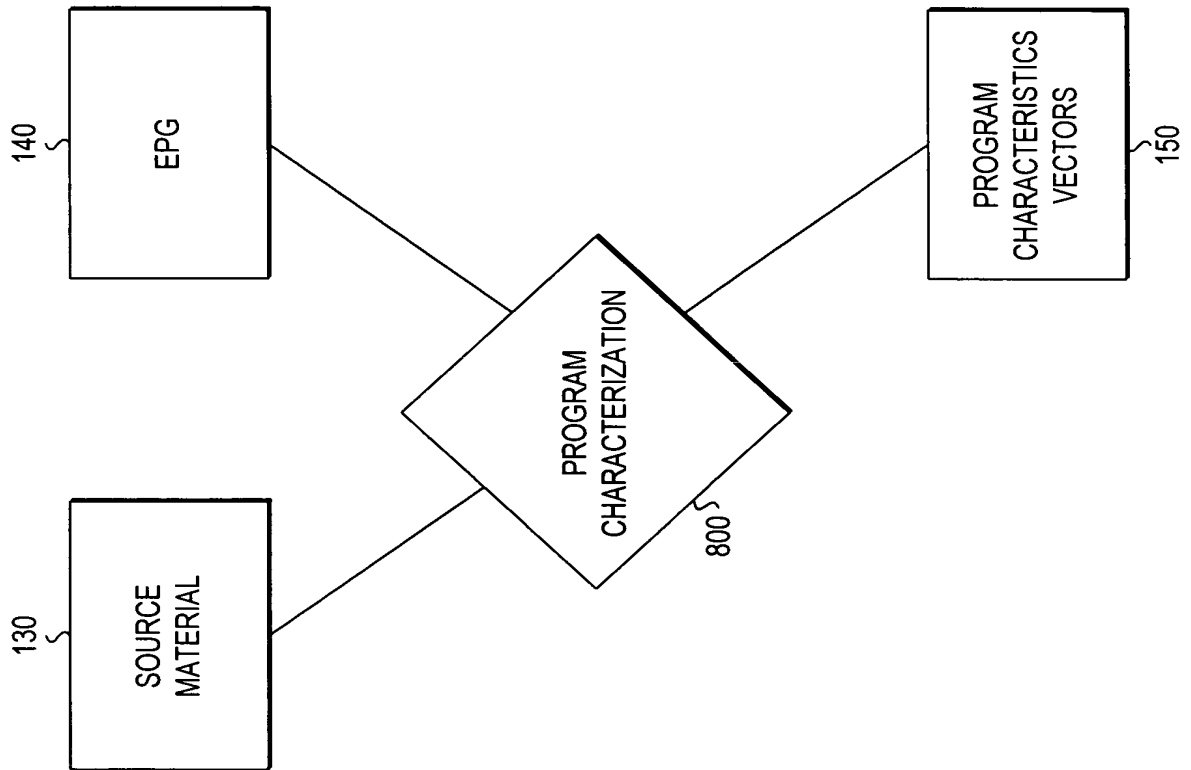
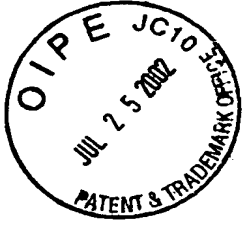
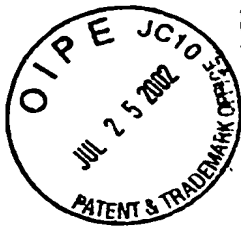


FIG. 8A



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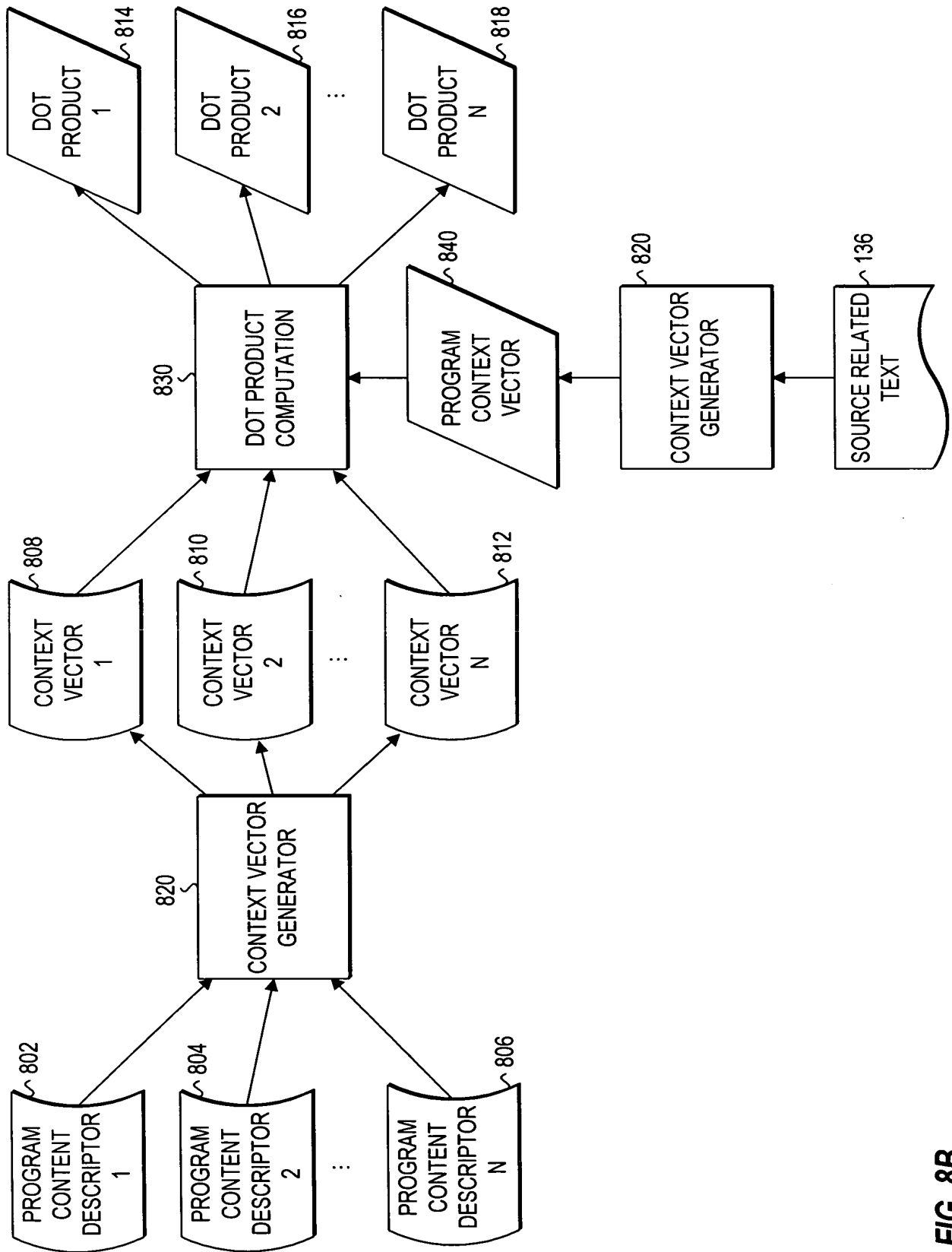
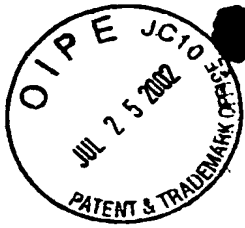


FIG. 8B



TITLE: Client-Server Based Subscriber Characterization System
INVENTORS: ELDERING, Charles A.
SYLLA, M. Lamine
Appl. No.: 09/205,653
Atty Docket: T703-00 (formerly 8887.3003)

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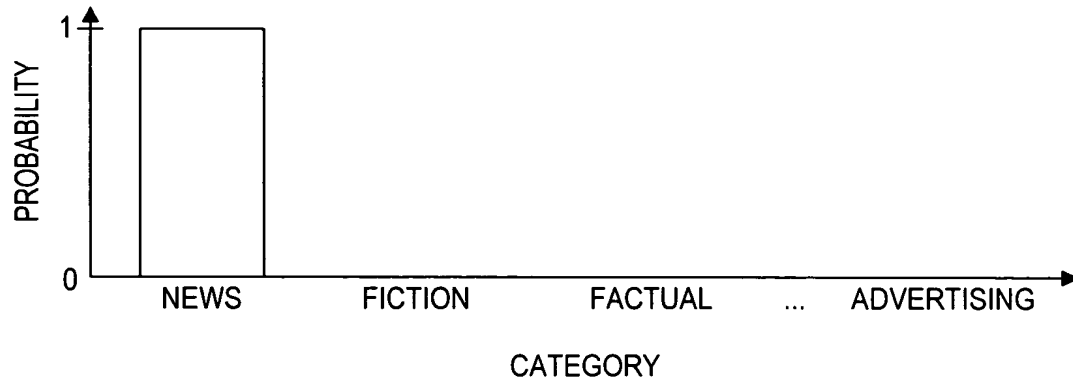


FIG. 9A

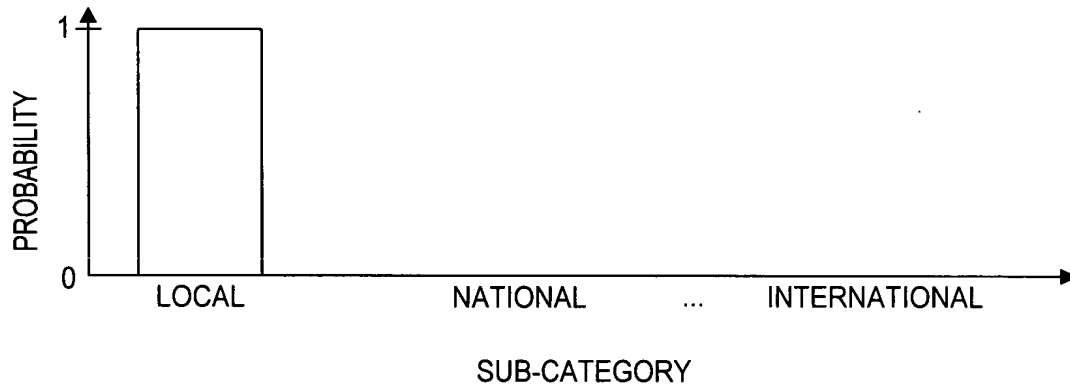


FIG. 9B

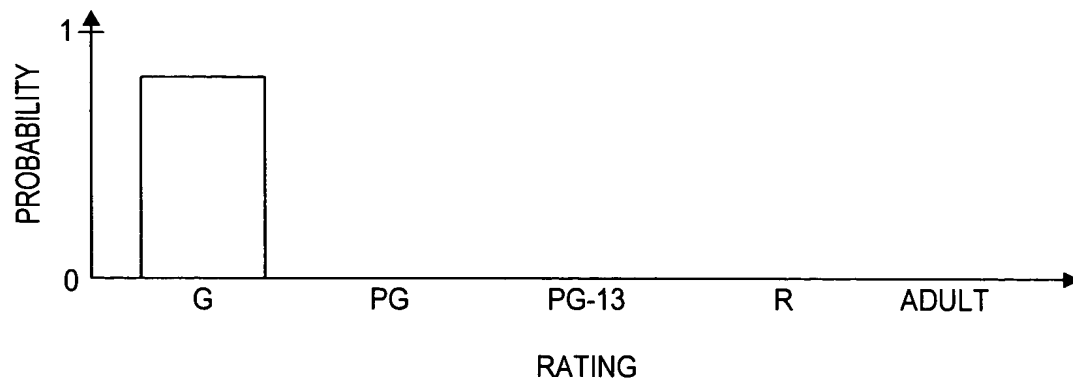
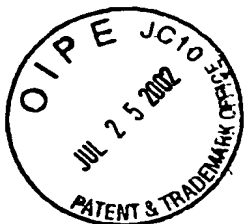


FIG. 9C



TITLE: Client-Server Based Subscriber Characterization System
INVENTORS: ELDERING, Charles A.
SYLLA, M. Lamine
Appl. No.: 09/205,653
Atty Docket: T703-00 (formerly 8887.3003)

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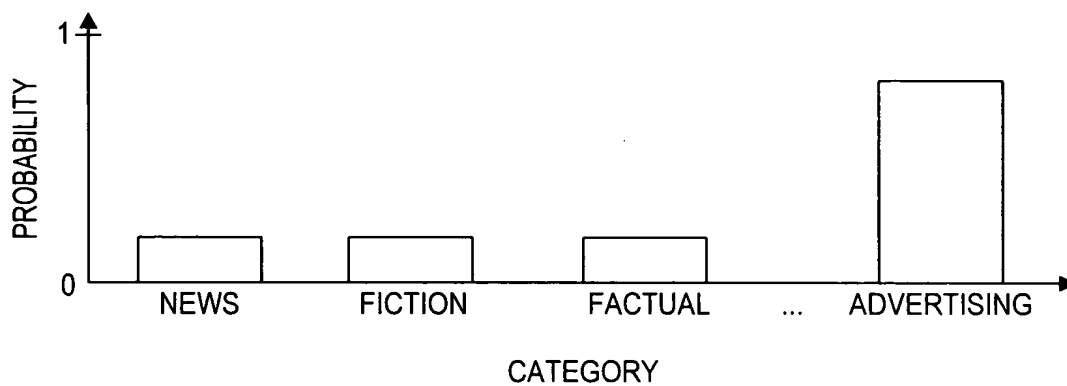


FIG. 9D

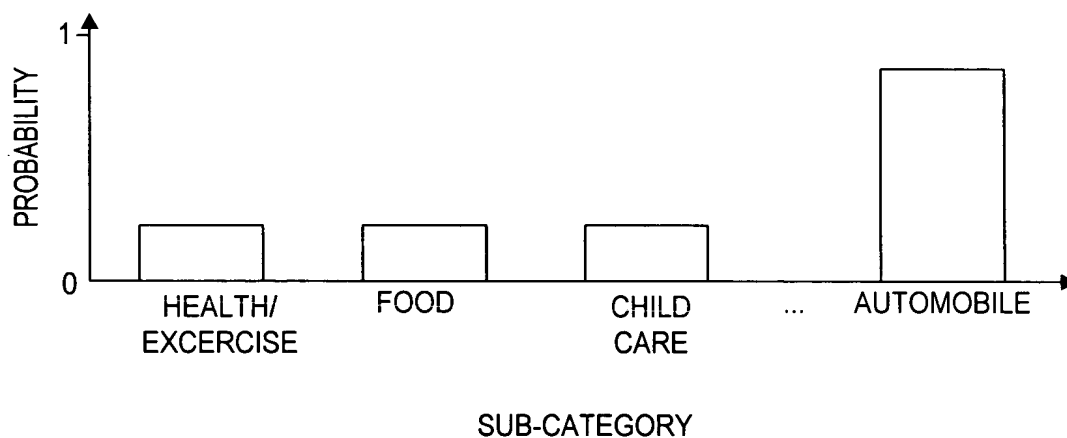


FIG. 9E

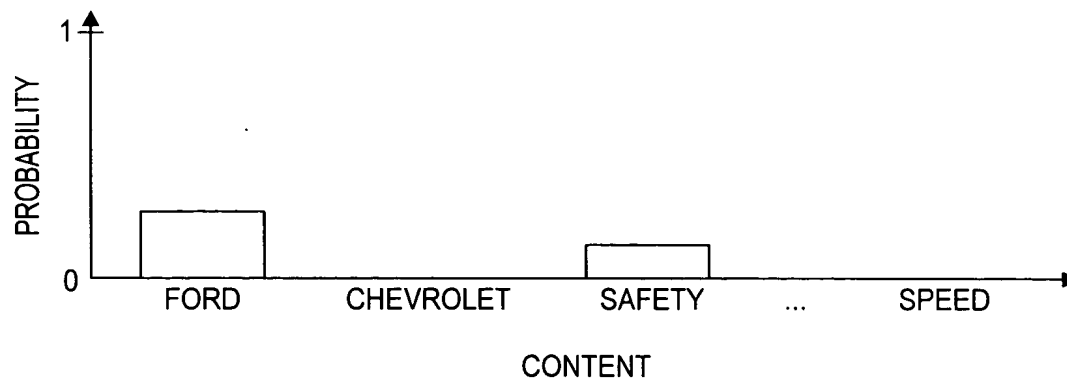
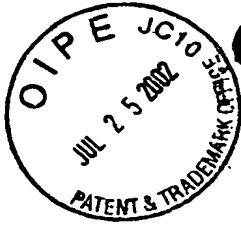


FIG. 9F



TITLE: Client-Server Based Subscriber Characterization System
INVENTORS: ELDERING, Charles A.
SYLLA, M. Lamine
Appln. No.: 09/205,653
Atty Docket: T703-00 (formerly 8887.3003)

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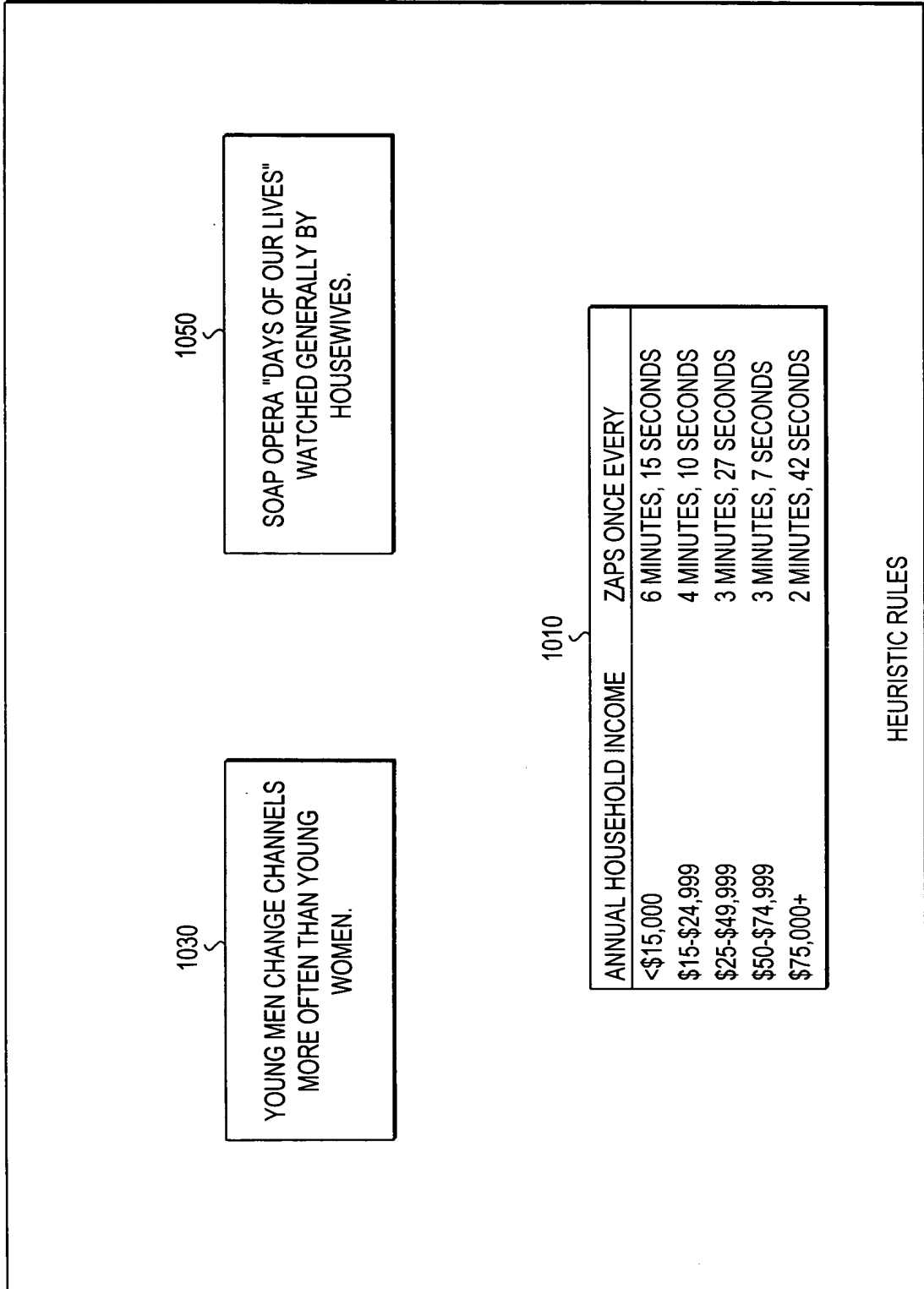
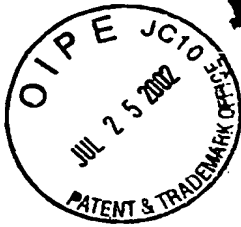


FIG. 10A



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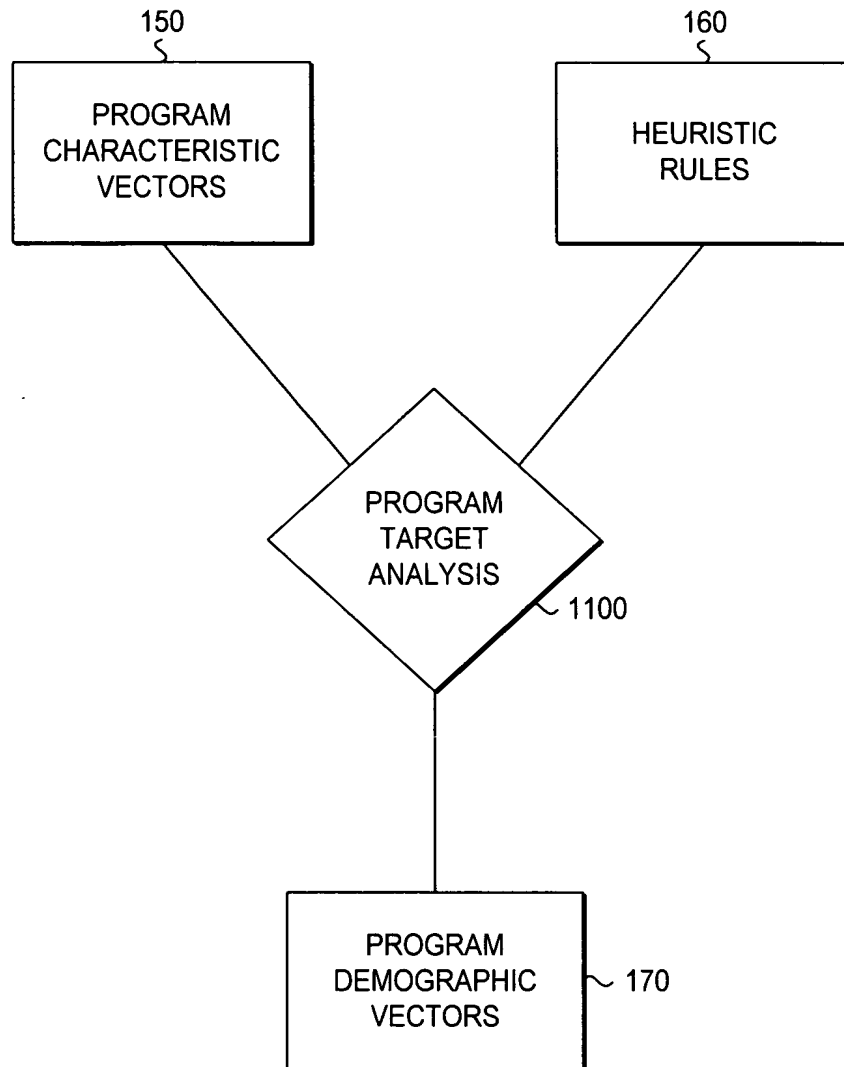


FIG. 11



TITLE: Client-Server Based Subscriber Characterization System
INVENTORS: ELDERING, Charles A.
SYLLA, M. Lamine
Appln. No.: 09/205,653
Atty Docket: T703-00 (formerly 8887.3003)

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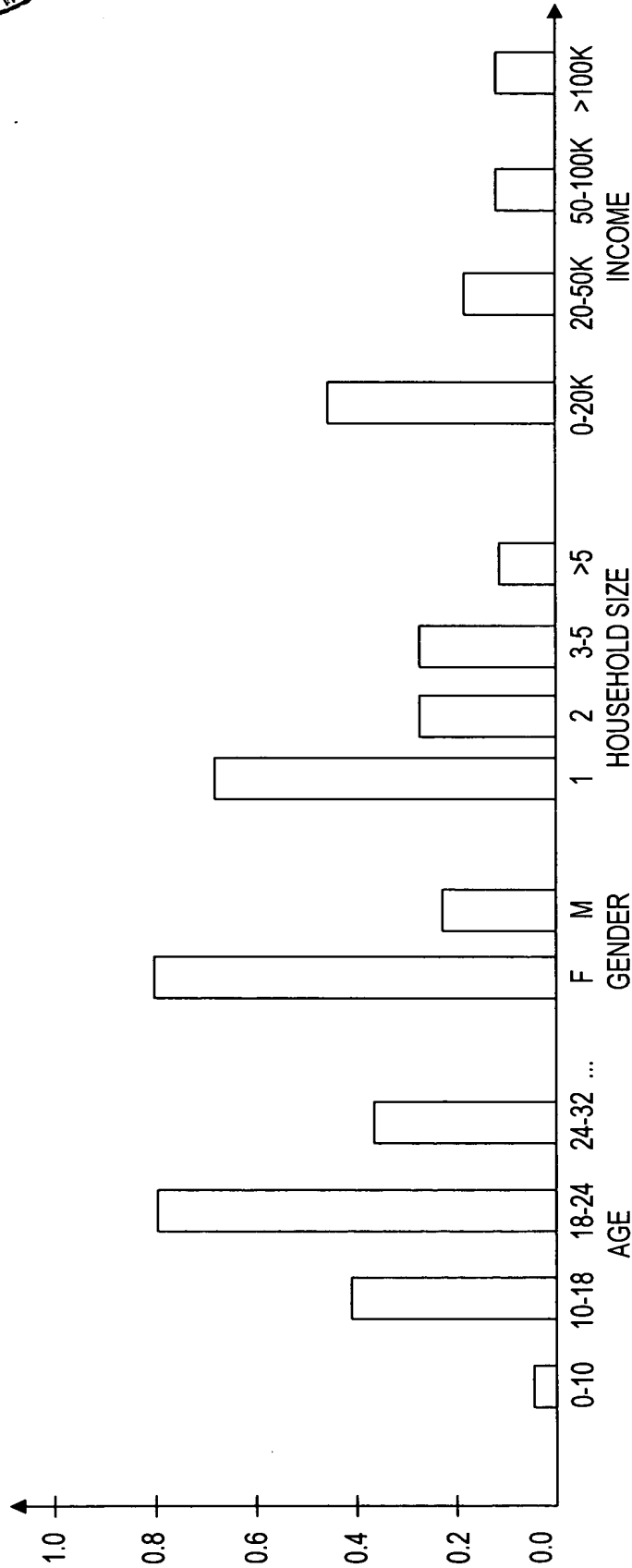
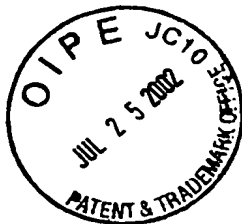


FIG. 12



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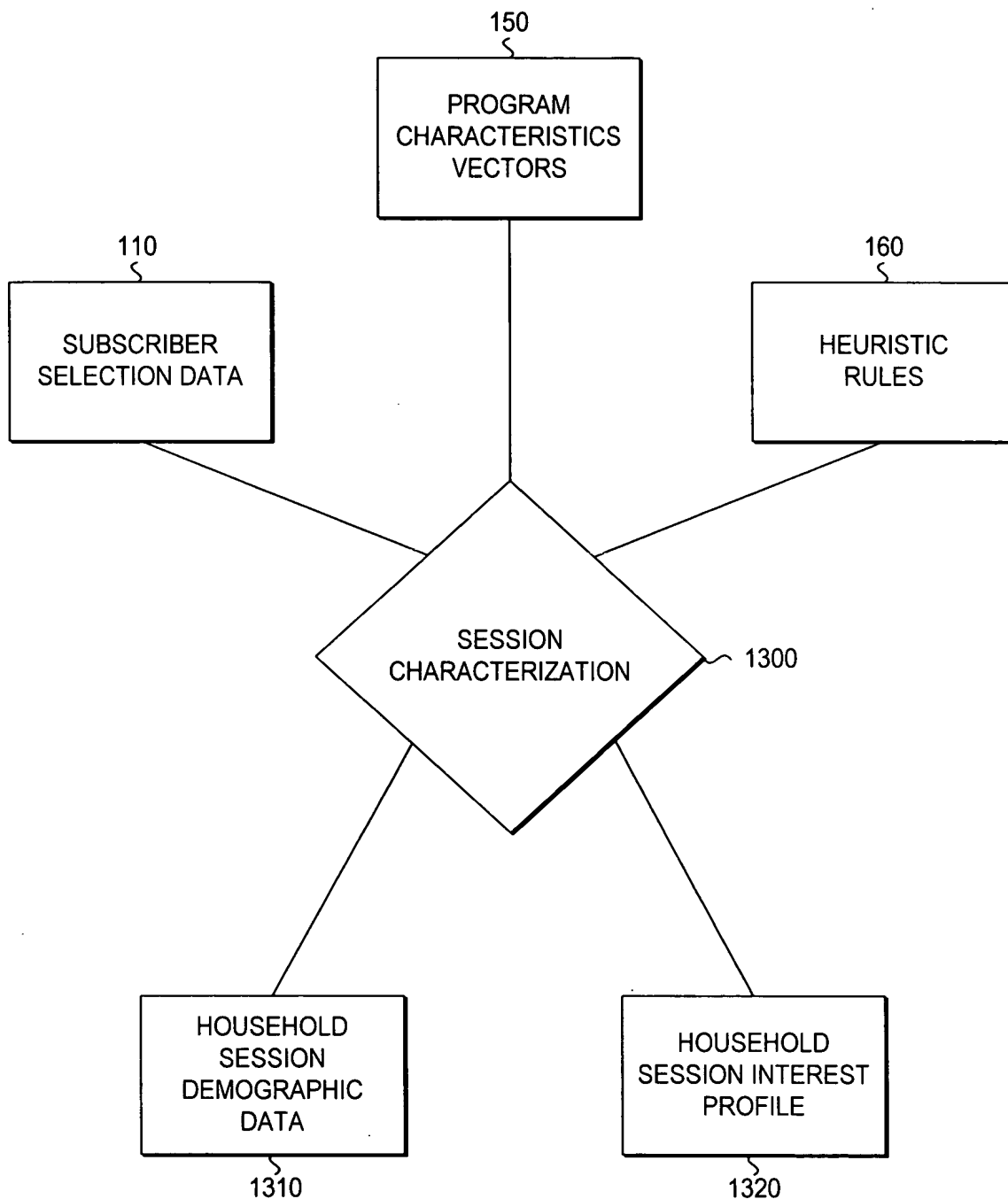
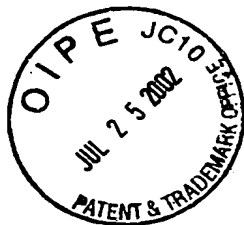


FIG. 13



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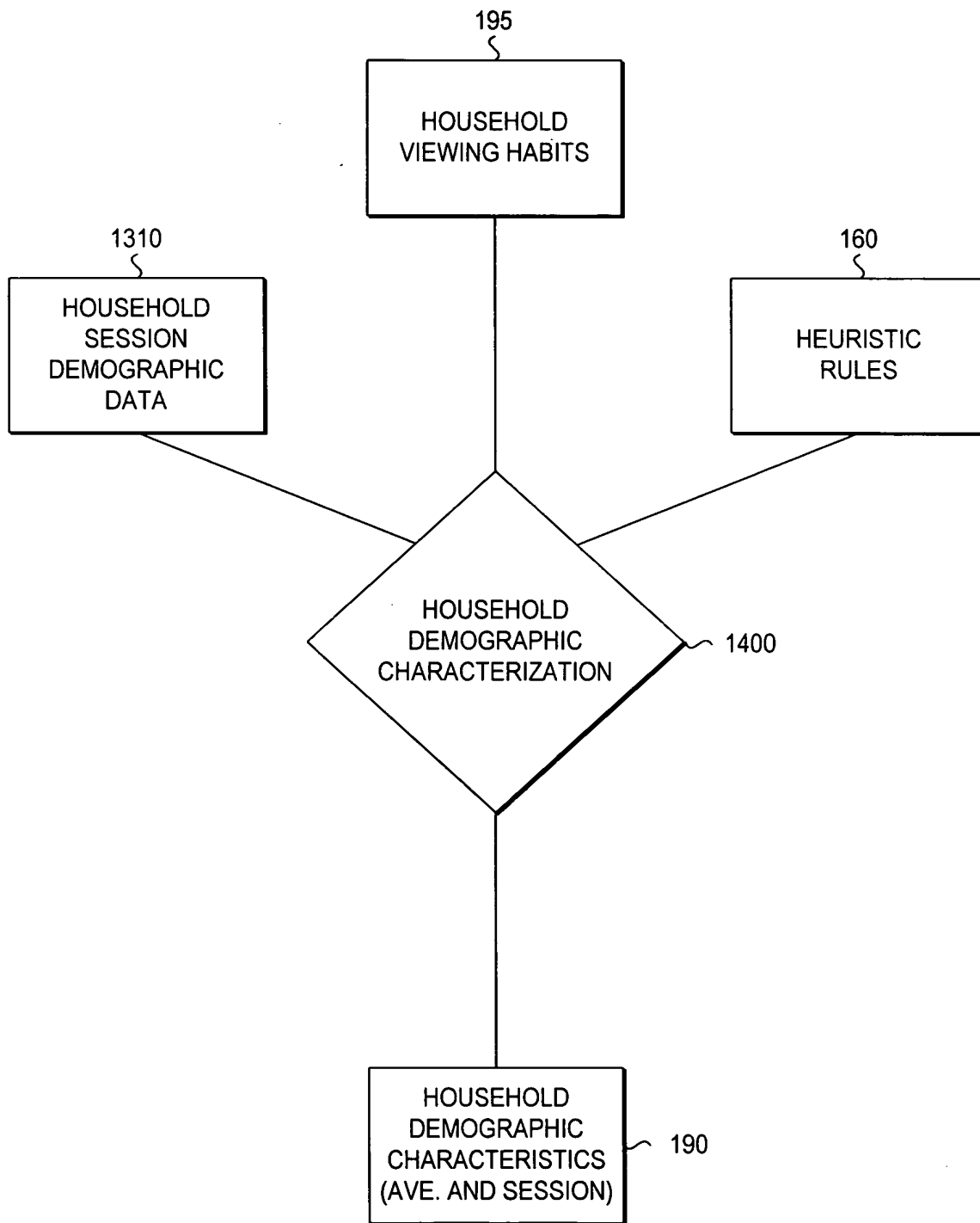
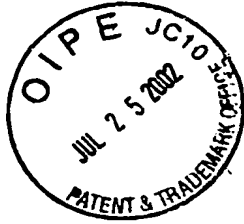


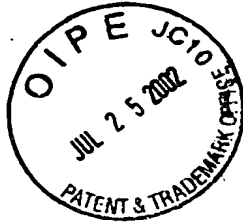
FIG. 14



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1501 §	1505 §	1503 §	1507 §
HOUSEHOLD PARAMETER	AVERAGE VALUE	SESSION VALUE	UPDATE?
SIZE	2.6	3.0	YES
AGE	23.5	12	YES
SEX (FEMALE=1)	0.6	0.7	YES
INCOME (\$0-\$20K)	0.1	0.1	YES
INCOME (\$20-\$50K)	0.6	0.7	YES
INCOME (\$50-\$100K)	0.2	0.1	YES
INCOME (>\$100K)	0.1	0.1	YES
ZIP CODE			NO
TELEPHONE NUMBER			NO

FIG. 15



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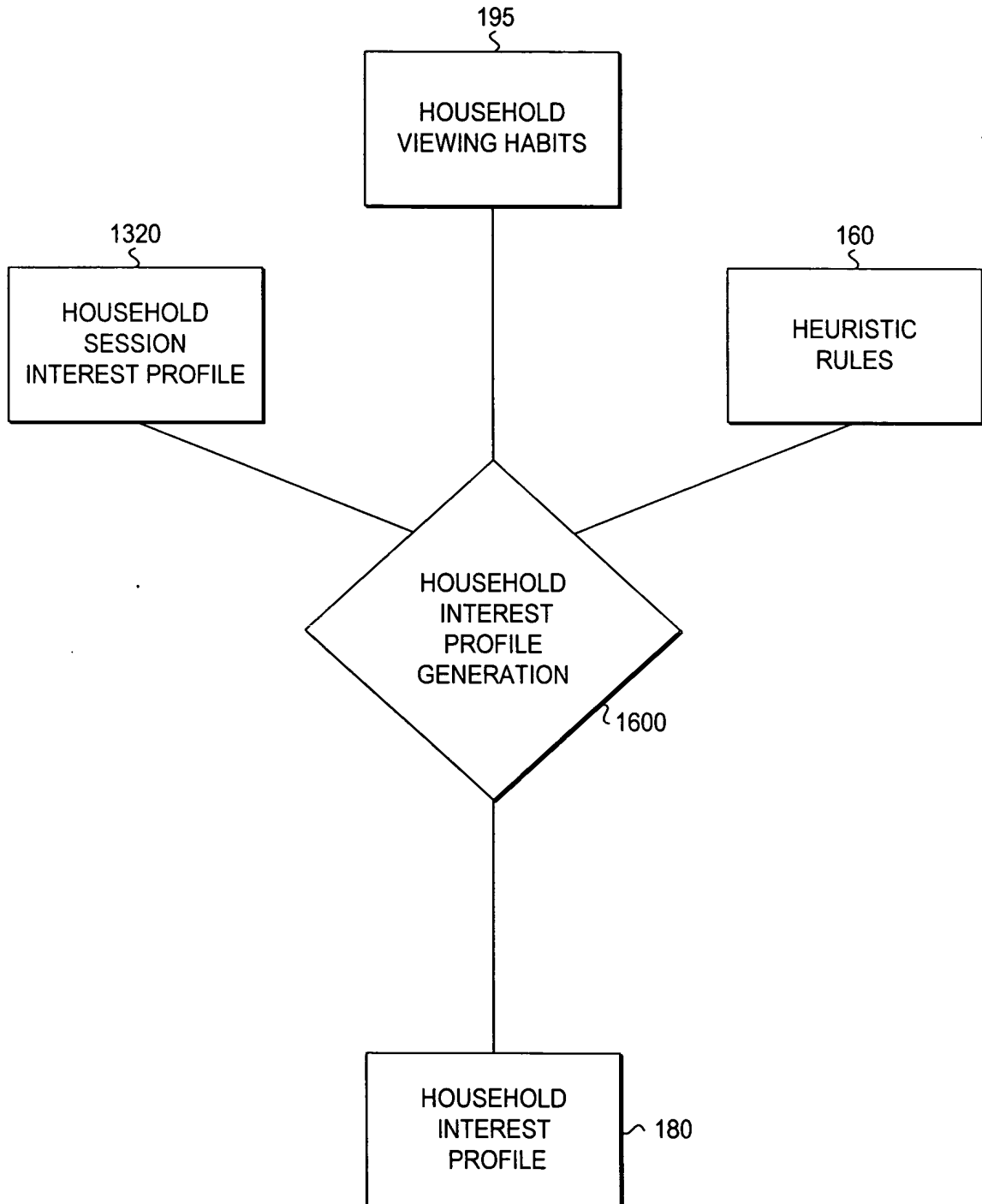


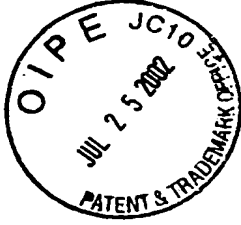
FIG. 16



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		1701 HOUSEHOLD INTEREST	1703 AVERAGE VALUE	1705 SESSION VALUE
1709 PROGRAMMING	DRAMA		0.1	0.20
	ROMANCE		0.1	0.20
	ACTION		0.6	0.25
	SITCOM		0.2	0.30
	⋮			
	SPORTS		0	0.05
1707 PRODUCTS	HEALTH/EXERCISE		0.6	0.2
	FOOD		0.3	0.4
	CHILD RELATED		0.0	0.1
	TOYS		0.0	0.1
	⋮			
	AUTOMOBILE		0.1	0.2

FIG. 17



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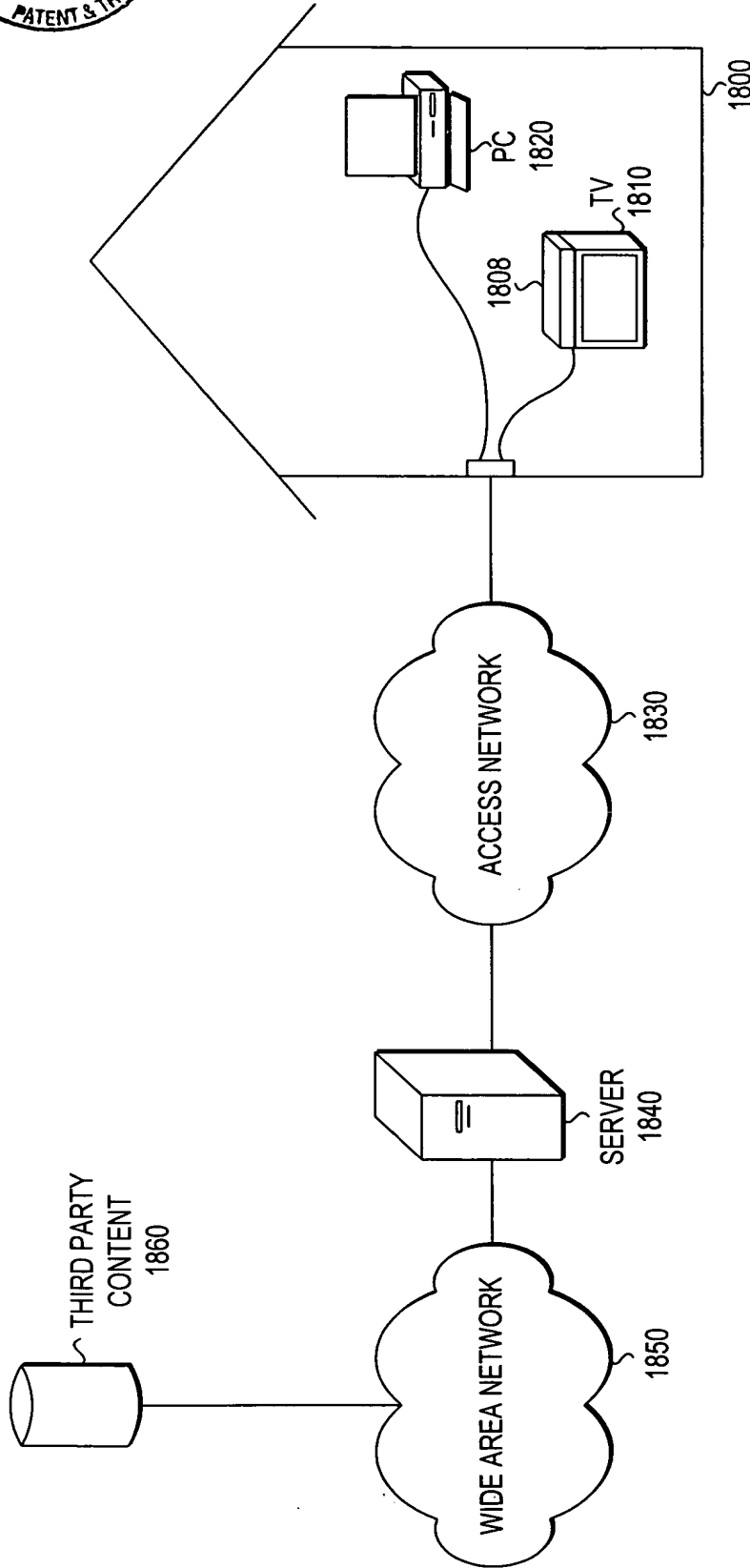


FIG. 18